

# 2004

# Beverage Container Recycling Competitive Grant Solicitation



As a result of the passage of AB 28 (Chapter 753, Statutes of 2003), the Department of Conservation (Department) is making available up to **\$1,000,000** in additional funding to promote increased recycling of beverage containers throughout California. Organizations that are interested in applying must submit project proposals to the Department **by December 19, 2003** in order to be considered.

## BACKGROUND

Through the Division of Recycling, the Department administers the California Beverage Container Recycling and Litter Reduction Act (Act) which governs the recycling of California Redemption Value (CRV) beverage containers. The goal of the Act is to achieve an 80 percent beverage container recycling rate in California. Currently, that rate is 58 percent. The recycling rate has declined, in part, due to additional beverages included in California's beverage container recycling program since January 1, 2000. The number of beverage containers collected for recycling has also not kept pace with the growth in sales of beverages.

## GRANT FOCUS

In an effort to reverse the direction of the beverage container recycling rate in California, the Department is seeking proposals that collect **significant** volumes of CRV beverage containers in public venues (aka "recycling away from home"), promote recycling at such venues, and incorporate the following components:

- Creative and innovative concepts with a well demonstrated high likelihood of success.
- A convenient collection system for the public.
- Demonstrations of material recyclability in conjunction with promotion of actual recycling (i.e., actual recycled content products in use and made from glass, aluminum, or plastic).
- Elimination of recycling barriers and obstacles.
- Supported statistical data on baseline volumes versus projected volumes to be collected.
- Demonstration of and commitment to long-term sustainability after grant funding terminates.
- Use of partnerships, in-kind donations, and *matching funds* to leverage the scope, size, and duration of this project.
- A system to track actual pounds of materials collected (not estimates) by material type for reporting and analysis of project outcomes.

Project concepts that tie in with the focus include, but are not limited to:

- Bin "banks" or a bin loan system for special event recycling.
- Development and/or marketing of an iconic recycling system that would be easily recognizable throughout California.
- Construction of collection bins or other infrastructure from recycled material in conjunction with efforts to make recycling more available as well as efforts to raise recycling awareness.
- Existing certified recyclers that establish neighborhood drop-off programs.
- A partnership with the beverage industry to purchase and place a collection bin system next to beverage vending machines at schools.
- An innovative collection system at high attendance events where participants and spectators carry and consume beverages in single serve containers such as water (e.g. marathons, golf tournaments, raceways, sports venues, health clubs, fairgrounds and convention centers).

## WHO CAN APPLY?

Anyone — government entities, businesses, schools, social clubs, non-profit organizations, and individuals — can apply.

## QUESTION / ANSWER PERIOD

Questions must be submitted in writing to [Grants@consrv.ca.gov](mailto:Grants@consrv.ca.gov) or:

**Department of Conservation**  
**Division of Recycling**  
801 K Street, MS 17-01 (17<sup>th</sup> Floor)  
Sacramento, CA 95814-3533  
Attention: Community Outreach Branch

Questions and answers will be posted weekly on our website from November 24, 2003 through December 12, 2003. These questions and answers will be mailed or faxed upon request for applicants without Internet access. After December 12th, no other questions will be taken. Please note that questions

should be general. Questions regarding a specific project will not be answered.

## MINIMUM REQUIREMENTS

To qualify for review by the grant evaluation committee, each proposal package must meet all of the following minimum requirements:

- Proposal packages must be **received** by the Department on or before **5:00 p.m., Friday, December 19, 2003**.
- Cover page must be signed by a person with authorization to bind the entity or organization to a grant agreement or contract. Original or faxed signatures will be accepted.
- Proposals must focus ***primarily*** on CRV beverage container recycling and be within the specified grant focus.
- Applicant(s) must be in good standing with the Department (no outstanding fines, penalties or audit findings due the Department).
- ***One original and four (4) copies.***

## PROPOSAL PACKAGE REQUIREMENTS

The proposal package **must** include the following:

- ❑ **Cover Page. (Attachment A)** Please complete entire form, including the assembly and senate district number(s) (if applicable) which can be found on the following website ([www.leginfo.ca.gov/yourleg.html](http://www.leginfo.ca.gov/yourleg.html)) or by contacting your county library or county clerk.
- ❑ **Project Description:** Provide a detailed summary of the project. This should be presented on 8 ½" x 11" office paper and be no longer than five (5) single-spaced pages with a type size minimum of 10 point. Proposals **must not** be submitted in binders or folders.

**Be sure to include the following information in the project description:**

- **Leveraged Resources.** Describe in detail the budgetary contributions (e.g., matching funds) that will be used to leverage this project. Provide detailed justifications for the value of "in-kind" services and identify source of funding.
- **Qualifications.** The applicant should introduce the organization and describe the knowledge and experience that qualify it to conduct the project.

- **Need.** Include why this project should be funded. Clearly describe and identify service gaps, local barriers and obstacles to beverage container recycling. Provide evidence that supports your project. This could include data from waste audits, market analysis, actual number of CRV products sold to customers and consumed at the proposed project site(s), and/or public surveys.
- **Benefits.** Identify all potential benefits, including jobs created, to the community(s) and number of people to be served by the project.
- **Goal and Target.** State what you plan to accomplish and a specific target to be achieved by the end of the agreement term [e.g., *This project will increase the volume of CRV beverage containers collected (goal) by 25 percent (target)*]. The target must be supported with baseline data (e.g., *the volumes generated within the service area, actual volumes currently collected in the service area, and projected volumes to be captured through the project*).
- **Objectives.** List the strategies you will use to achieve your targeted goal (e.g., *The goal will be achieved by 1) increasing convenience by placing a recycling container next to every trash bin in the service area; 2) increasing knowledge about new CRV beverages with weekly newspaper ads; and 3) establishing a bin bank*).
- **Performance Measures.** Describe the data you will analyze and will report to the Department to measure the effectiveness and resource efficiency (i.e., funds, time and effort) of the work performed and the results achieved (AKA outcomes). Also describe the methodology you will use to collect data throughout the project (e.g., *The volume of beverage containers collected will be summarized on a monthly basis and compared to prior volume levels to determine the percentage change*).
- **Cost-Effectiveness.** Mathematically compare the estimated volume (pounds) of CRV beverage containers to be collected to the dollar amount of grant funding requested. (e.g., *The project anticipates being able to collect 500,000 pounds of plastic beverage containers annually with an initial investment of \$100,000 in grant funds. This equates to a cost of \$0.20 per pound for collected materials.*)

- **Sustainability.** Provide a detailed summary of the commitment, efforts and resources that will ensure on-going operation, data collection and evaluation after grant funding is terminated.

- **Diagrams.** If applicable, applicant should provide maps of proposed locations or service areas.

- ❑ **Budget Page. (Attachment B)** Complete the budget page and provide a narrative explanation and justification for each line item. All line items should be justifiable, reasonable, and cost-effective when compared to the project goal. If staff benefits are usually paid to staff employed in the organization, benefits may be allowed in the budget for proposed new staff. Be specific as to the types of equipment requested. Applicants are encouraged to contact multiple vendors to evaluate collection bins and other equipment and to obtain a minimum of three (3) bids for products and services over \$500. Applicants should retain copies of all bids for review if the grant is awarded. The budget should take into consideration the cost of signage for collection bins acknowledging the support from the Department, future price increases, and the cost of sales tax, shipping/delivery and other fees. Generic line items such as "overhead expenses" or "administrative costs" will not be allowed.

The matching funds and in-kind services section of the budget should describe and list all financial commitments, partners, and/or matching funds dedicated to the project. Letters of financial commitment from partners are encouraged and can be submitted as an attachment to the budget page.

- ❑ **Implementation Schedule. (Attachment C)** Provide a detailed listing of each major milestone from project inception to completion with target dates at which progress can be measured. The schedule should be realistic and the potential for delays should be taken into consideration. The implementation schedule must include twelve (12) months of CRV collection and volume reporting (if applicable). **Please note that projects cannot begin prior to March 1, 2004.**
- ❑ **Proof of organizational status and authority.** Provide one copy of your partnership agreement (if a partnership) or Articles of Incorporation or Organization (if a corporation or limited liability company), and proof of nonprofit status if a nonprofit organization. (Acceptable proof is the letter from the United States Internal Revenue Service or California Franchise Tax Board granting nonprofit status under

26 USC, 501 (c) or (d) or Section 23701 of the Revenue and Taxation Code). Governmental agencies are not required to provide proof of nonprofit status. City, county, and other governmental entity applicants will need to provide an approved resolution (can be provided immediately after grant funds are awarded). Provide one (1) copy of any current fictitious business name statement and business license.

## HOW TO SUBMIT PROPOSAL PACKAGES

Proposal packages can be mailed or hand delivered to the following address:

Department of Conservation  
Division of Recycling  
801 K Street, MS 17-01 (17<sup>th</sup> Floor)  
Sacramento, CA 95814-3533  
Attention: Community Outreach Branch

**It is the responsibility of the individual/entity applying for the grant to ensure that the complete proposal is received by the Department by the deadline.**

A proposal package checklist (Attachment D) has been provided to assist you in meeting all the submission requirements as outlined in this solicitation.

## TENTATIVE SCHEDULE

DATE	ACTIVITY
November 20, 2003	Release solicitation and post on the web
November 24, 2003 through December 12, 2003	Question and answer period
December 19, 2003	Proposals due
January 5, 2004	Evaluation committee convenes to review proposals and make funding recommendations
January 16, 2004	Grant awards announced
March 1, 2004	Projects begin

## GRANT ADMINISTRATION

Grants awarded by the Department are administered through a grant agreement. Grant agreements consist of standard language, a grant summary, budget, and an implementation schedule with measurable milestones. Department policy discourages any changes to the standard language; only the most critical of circumstances will be considered adequate to justify any modification. A sample grant agreement can be

downloaded from the Department website by clicking on the [Sample DOC Grant Agreement](#) link.

All expenses incurred by the grantee are reimbursed in arrears, based on actual costs and require compliance with the grant agreement. Advance payments of grant funds are not allowed. Expenses incurred prior to the effective date of the grant agreement or after the closing date of the grant agreement are not reimbursable. The Department will retain ten (10) percent of each grant progress payment until all tasks outlined in the grant agreement are completed. Final payment of the withheld funds will be made only after approval of a final grant report.

As a condition for receiving grant funds, grantees must comply with all certification or registration requirements, if any, for the projects implemented with grant funds. Grantees are required to submit status reports, including volume and revenue information for all CRV materials collected. When possible, grantees must purchase recycled-content products in accordance with Department purchasing goals.

## **PROPOSAL EVALUATION AND SCORING CRITERIA**

Proposals meeting the minimum requirements will be reviewed and scored by an evaluation committee. Applications will be scored according to the criteria below. Proposals will be scored based on the merits of the information submitted in the proposal package. Information provided by the applicant after the final filing date of December 19, 2003 will not be accepted or considered.

The Department may modify proposals in the evaluation process. For example, funds and/or tasks proposed that are not fully justified may be reduced and/or eliminated. The score from the evaluation committee will include a recommended funding level for each proposal.

Grants recommended for funding must receive final approval by the Department Director.

## EVALUATION CRITERIA

25%	<b>Proposed Effectiveness:</b> Project goal is clearly presented and includes relevant strategies for achieving the goal. The goal also is relevant to the identified need(s) of the proposed service area. A clear description of the data to be collected, by whom, how, at what frequency and how it will be analyzed to evaluate achievement of the goal included. The project is innovative and will provide data about new methods to effectively, efficiently and substantially increase recycling/collections of beverage containers. Material collected is of a high quality, substantially free of contamination, and ready to be processed into new beverage containers or other recycled-content products.
20%	<b>Sustainability:</b> The proposal addresses the necessary resources for on-going operation and identifies a system for continued data collection and evaluation of project effectiveness. Evidence supports a strong commitment by the organization.
15%	<b>Quality of Proposal:</b> The project is well planned and the description succinctly and clearly defines the tasks to be performed from beginning to end and the resources required. The estimated volume of beverage containers to be collected is supported by documented data. The implementation schedule lists major milestones at which time the Department can evaluate progress. All statements are fully supported. All required permits, certifications, and/or registrations are identified and lists partnerships formed to maximize the breadth and depth of the project. Applicant has demonstrated experience in successfully implementing projects of this magnitude.
15%	<b>Budget:</b> All project costs are identified and reasonable. Line items are clearly justified. Budget clearly describes all budgetary contributions (matching funds) (other than Department funds) and the dollar value of in-kind services is well documented. The relative degree of the cost to the Department per CRV beverage container collected in comparison to other proposals submitted.
15%	<b>Preference Points:</b> The project incorporates at least three of the following five components: 1) Demonstration of actual recycled content products in use and made from glass, aluminum, or plastic. ; 2) Completion of a waste audit and a summary of results provided that identifies the volumes (pounds) and percentage of CRV materials currently in the waste stream along with other materials; 3) Partnerships with existing certified recyclers and/or the beverage industry; 4) Incorporation of the Department's recycling media campaign; and 5) recycling of non-CRV materials at no cost to the Department. The media materials are available for viewing <a href="http://www.bottlesandcans.com">www.bottlesandcans.com</a> or they can be requested by calling the Department of Conservation, Public Affairs Office, at (916) 323-1886.
10%	<b>Need:</b> The proposal clearly describes barriers and obstacles to collection of empty CRV beverage containers and/or identifies a significant volume of uncollected CRV beverage containers in the proposed service area. Sufficient evidence and reliable data is provided to support the need statements.

# 2004 Proposal Cover Page (Attachment A)

Contact Person	Telephone Number	Fax Number	
Title	Email Address		
Organization Name	Amount Requested		
Mailing Address	City	State	Zip Code
Business Address	City	State	Zip Code
County	Grant Period to: Total number of months:		
Assembly District Number(s):	Senate District Number(s):		
Provide a concise, one-sentence summary of your project:			

***Person Authorized to bind organization in grant agreement***

Name ( <i>Print</i> )	Title	Signature ( <i>required</i> )
Project Director, Title ( <i>Print</i> )	Telephone Fax No.	
Project Manager, Title ( <i>Print</i> )	Telephone Fax No.	
Contact Person, Title ( <i>Print</i> )	Telephone Fax No.	

**Type of**

**Organization**

☐ Individual    ☐ Husband/wife co-ownership    ☐ Partnership    ☐ Other: \_\_\_\_\_  
 (Check one box)    ☐ Corporation    ☐ Limited liability company    ☐ Governmental or Public Agency (Specify): \_\_\_\_\_

*(Please provide one copy of your fictitious business name statement, partnership agreement, Articles of Incorporation or Articles of Organization, proof of nonprofit status, based upon the type of organization; provide one copy of your business license)*

Federal Identification

Number: \_\_\_\_\_

**Recycling Program History**

Are you currently certified or have you ever been certified in any category by the Department of Conservation, Division of Recycling? If yes, please provide certification and/or registration numbers: \_\_\_\_\_

Have you ever had a certificate denied, suspended, or revoked by the Department of Conservation, Division of Recycling?  
☐ Yes    ☐ No

Has the Department previously awarded your organization grant funds? If yes, indicate the year(s) and amount(s):

YEAR:	AMOUNT:	YEAR:	AMOUNT:
YEAR:	AMOUNT:	YEAR:	AMOUNT:

# 2004 PROPOSAL BUDGET PAGE (Attachment B)

	Grant Request Budget	Matching Funds/In- Kind Services	Total Project Budget
<b>Personnel Services:</b>			
Salaries and Wages (1)	\$	\$	\$
Staff Benefits (2)			
SUB-TOTAL	\$	\$	\$
Number of Positions			
<b>Equipment (3)</b>			
	\$	\$	\$
SUB-TOTAL	\$	\$	\$
<b>Operating Costs (4)</b>			
	\$	\$	\$
SUB-TOTAL	\$	\$	\$
<b>TOTAL BUDGET</b>	\$	\$	\$

- (1) For each position, include classification, hourly rate, and total number of hours to be worked
- (2) Benefits not to exceed 32 percent of salaries and wages.
- (3) Indicate the total number of units to be purchased and price per unit. Also include sales tax, shipping/delivery, and other fees.
- (4) Vehicle travel not to exceed \$0.34/mile reimbursement. No overhead expenses allowed.
- (5) Identify sources of funding and dollar amount for matched/leveraged funds above:
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## 2004 PROJECT IMPLEMENTATION SCHEDULE (Attachment C)

Identify each major milestone and target dates at which progress can be measured.

[illegible]



# 2004 PROPOSAL PACKAGE CHECKLIST (Attachment D)

Use this checklist to confirm that all the required information is included in your proposal package prior to submittal to the Department.

- ☐ **An original and four (4) copies**
- ☐ **Attachment A (Grant Application Cover Page).** Must be signed by person authorized to bind the organization to a grant agreement.
- ☐ **Project Description (maximum 5 pages)**
  - **Leveraged Resources**
  - **Qualifications**
  - **Need**
  - **Benefits**
  - **Goal and Target**
  - **Objectives**
  - **Performance Measures**
  - **Cost- Effectiveness**
  - **Sustainability**
  - **Diagrams**
- ☐ **Attachment B (Budget Page)**
- ☐ **Attachment C (Implementation Schedule)**
- ☐ **Proof of organizational status and authority**
  - **Current partnership agreement**
  - **Current Articles of Incorporation**
  - **Proof of non-profit status**
  - **Fictitious business name statement**
  - **Current business license**
- ☐ **Waste Audit Summary**
- ☐ **Partner letters of financial commitment**